

Baker-Raulang Reports Gains

C.W. - 3-18-38
After allowing for non-recurring charges for development and changing of its commercial truck body division but before federal taxes, Baker-Raulang Co. of Cleveland earnings for 1937 were about double those for 1936, E. J. Bartlett, president of the company told stockholders at their annual meeting late yesterday.

Combined sales of the power industrial truck and the commercial truck body divisions totaled \$2,418,255, an increase of 24 per cent. Breakdown shows industrial truck sales increased 76 per cent while commercial body sales declined 25 per cent.

Decrease in the latter division, Bartlett explained, was due to the change-over during the year from production of composite wood-steel bodies for sale to chassis builders to manufacture of a new type all-steel specialty body for public utility trucks. This is expected to put the company in an improved position, he said. This division now becomes more of a retail business. No dividends were paid during the year as earnings were plowed back into development.

Stockholders elected George B. Folk of the law firm of Treadway & Marlatt as counsel, succeeding William Marlatt, deceased, of the same firm. Other directors and officers were re-elected.

Fork Truck

Steel 5-26-41
 ■ Baker Industrial Truck Division, Baker-Raulang Co., 2168 West Twenty-fifth street, Cleveland, has introduced a heavy duty 10,000-pound capacity ram and fork truck incorporating full contactor control. It features a fork lift of 60½ inches and a ram travel of 70 feet. Its control apparatus is of the same design as used in transportation service—such as electric and diesel loco-

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motives. Contactors are of the single unit type and are mounted on the panel as individual unit. Each can be removed from the front of the contactor. The master switch is of the double brake cam type. Each circuit here is broken twice by the quick action of the cam. Time tactors are incorporated to cut out steps of resistance in series with the travel motor. They are made to close in a definite time interval, insuring a definite time for acceleration. The "no-plug" relay of the truck is a simple series coil relay with one set of contacts to open or close the circuit to prevent or start the progression of the control. This relay is set to close its contacts and start the progression of the control at a current which is slightly higher than the maximum starting current on the first point of the control. It requires current on the reverse motion to be about equal to starting current before the control will progress and accelerate the motor in the reverse direction. The travel motion uses the four reversing standard contactors, two time tactors, the "no-plug" relay. This truck incorporates all known features of former units and uses internal expanding hydraulic brakes on the drive wheels. The operation of parking brakes is mechanical by linkage interlocked with the control system and operator's platform. Hoist brakes are magnetic dry disk type on motor shaft.

High Lift Truck

THE IRON AGE 1-16-41

MANUFACTURED by the Baker-Raulang Co., Cleveland, is the new Type H-2 series F Hy-lift truck of 4000 lb. capacity. Lifting is accomplished by a hydraulic system, consisting of a gear pump driven by its own motor and connected to the lifting cylinder through control and release valves. These are of the metering type, permitting accurate control of speed at all times. Standard lift is 60 in. and telescopic lift, 119. The new model can operate in aisles 61 in. wide. It is light yet strong and rugged in construction.

Fork Truck

Steel 3-31-41

■ Baker Industrial Truck division, Baker-Raulang Co., 2168 West Twenty-fifth street, Cleveland, announces a new type JOM center-control fork truck available in 2000 and 3000-pound capacities for operation in narrow aisles and congested areas. Its maneuverability in close quarters is due to its compactness, combined with the short turning axle. It also incorporates features that allow the operator to be comfortable, at the same time assuring safe and speedy handling of material. A high capacity, mill type, safety contactor electrically interlocked with the controller and the operator's seat relieves the controller of arcing, and automatically opens the circuit when the operator leaves his seat. The travel circuit closes only with the operator in position and controller in first speed position. All controls of the truck

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are grouped conveniently in a control panel at the operator's left. Control of hoisting and tilting operations are provided in the hydraulic system. A motor-driven gear pump supplies oil to the hoist-

Baker-Raulang Elects 2 New Board Members

Conversion of the Baker-Raulang Co.'s commercial body plant to the production of military material is substantially complete, placing the entire facilities of the company's two plants on virtually a 100 per cent war basis, E. J. Bartlett, president, reported at the annual meeting.

George P. Bickford and Laurence H. Norton were elected to the board and the following directors and officers were re-elected: E. J. Bartlett, president; E. J. Stahl, vice president; J. W. Moran, secretary-treasurer; Irving C. Bolton, George S. Case, George B. Folk, counsel, and R. C. Norton and F. R. White Jr.

E. J. Scovil was re-elected assistant secretary.

CITY EASES RULES FOR WAR FACTORY

Plan Made to Spare New Baker-Raulang Annex

A plan to spare the Baker-Raulang Co., producing electrical vehicles for the handling of war materials, the necessity of tearing down an addition to its plant at 2168 W. 25th Street because the annex was built without City Council sanction, was evolved late yesterday at a meeting of company officials with the Council public development committee.

The company offered, to the ap-

parent satisfaction of the committee, to give the city a strip of land, 112 feet long by 16 wide, for the widening of Chatham Avenue S. W. at W. 25th Street, in exchange for the vacation of Hancock Court, a 16-foot alleyway of 112-foot length, over which an addition to the Baker-Raulang engineering department was built.

The extension of the plant was made on a temporary permit from City Engineer J. C. Wenrick, pending a Council grant of the right to build a structure over a dedicated street.

It was agreed yesterday that an ordinance embodying the exchange of the land on Chatham for the vacation of Hancock Court would be presented to the Council for passage next Wednesday.

CLEVELAND P

Industrialist Dies.



FREDERICK ROLLIN WHITE

LAIN DEALER 5-14-36

WHITE FUNERAL AT HOME TOMORROW

Bishop Rogers, Dean Emer-

son to Conduct Services

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CORPORATION FILE

Funeral services for Frederick Rollin White, 64, president of the Baker-Raulang Co. and son of a founder of the White Sewing Machine Co., will be held tomorrow afternoon at 3 at his residence, 2300 Overlook Road, Cleveland Heights.

They will be conducted by Bishop Warren Lincoln Rogers of the Episcopal Diocese of Ohio and Dean Chester Burge Emerson of Trinity Cathedral, members of the family announced last night. Burial will be at Lake View Cemetery.

Mr. White died at 8:30 yesterday morning at Cleveland Clinic Hospital. He became ill suddenly last Thursday night.

Born in Cleveland.

The son of Rollin T. and Elizabeth Warren White, he was born in Cleveland on Feb. 17, 1872. His father came to this city from Vermont in 1865 and, in partnership with Thomas H. White, founded the White Sewing Machine Co.

Frederick Rollin White attended the Cleveland public schools and then went to Cornell University, where he was graduated in 1895.

At Cornell he was president of the Alpha Delta Phi fraternity chapter and for several years after his graduation coached the university's crews.

Returning to Cleveland he managed his father's large real estate and other interests. He then became president of the Baker Motor Vehicle Co., which later became the Baker-Raulang Co.

Was Union Club President.

Mr. White also was a director of the American Ball Bearing Co., the Caxton Building Co. and the Dynoc Co. A former president of the

Union Club, he also was a member of Kirtland Country Club, the Country Club and the Chagrin Valley Hunt Club.

He was very fond of horses, keenly interested in hunting, and riding and was one of the founders of the Chagrin Valley Hunt Club.

In June, 1910, Mr. White married, Miss Mariam Norton, only daughter of the late Mr. and Mrs. David Z. Norton. Mrs. White is a sister of Robert C. Norton and Laurence H. Norton, who is a member of the Cleveland Board of Education; and a cousin of Congressman Chester C. Bolton, Gen. Newell C. Bolton, Mrs. Irving C. Bolton and Julian C. Bolton.

In addition to Mrs. White, three children—Frederick Rollin, Jr., Mary Caroline White and Frances Elizabeth White—and a sister, Mrs. Walter C. Baker, survive Mr. White.

6-5-41
LATEST addition to the line of industrial trucks manufactured by the Baker Industrial Truck Division of the Baker-Raulang Co., Cleveland, is the JOM center control fork truck in 2000 and 3000 lb. capacities, designed for operation in narrow aisles and congested areas. The compactness of this model, combined with the short turning axle, facilitates working in close quarters. Safety and speed of handling of materials are enhanced by operator's position and accommodation. Safety controller is interlocked with the driver's seat, so that the truck will move only when operator is seated. Positive control of hoisting and tilting is provided through oil-hydraulic cylinders. A motor driven gear pump supplies pressure through metering valves; lowering is by gravity. The 2000-lb. capacity truck handles loads up to 60 in. in length, while the 3000-lb. model takes loads up to 42 in. long.



The standard simple lift is 72 in. and 119 in. the telescoping lift. The lightweight model is made of high tensile steel by welding and hot riveting. This truck is also built for heavier loads and the control apparatus is made particularly strong to withstand years of service.

BAKER-RAULING CO.

TO LEAVE W. 25TH

PLAIN DEALER

Sells Buildings, Plans Consolidation on W. 80th

DEC 4 1944

In a move to consolidate factory operations as a basis for postwar expansion, the Baker-Raulang Co., producers of industrial trucks, tractors and cranes, last night announced the sale of several buildings containing 200,000 square feet of space at 2168 W. 25th Street.

The property, whose frontage takes in the entire block on W. 25th Street between Chatham and Monroe Avenues S. W., was purchased in separate parcels at undisclosed prices by the American National Co. and the Elliott Electric Co., according to E. J. Bartlett, president of the Baker-Raulang Co.

Bartlett said his company had concluded three-year leases on the "major portions" of the property sold to allow time for completion of present war contracts.

He announced also plans for "substantial" expansion of the company's second factory on Baker Avenue N. W. and W. 80th Street. The expansion, he said, would take the form of one-story modern factory buildings, suitably equipped. The integration of all manufacturing operations of the company at that location will take place "as rapidly as conditions permit."

Better Conditions Sought

"The integration planned," he emphasized, "does not mean less employment. It is our thought that segregating all manufacturing in one large, modern factory will provide better working conditions and increase employment over the oper-

ation of our two present factories."

The company's move brings to a close more than 90 years on the same site by it and antecedent related firms producing wheeled vehicles.

It was here, in 1853, that Jacob Rauch founded a blacksmith and wagon shop which later became the Rauch & Lang Carriage Co., builders of electric automobiles. In 1915 Rauch & Lang merged with the Baker Motor Vehicle Co., and the company was called the Baker-Raulang Co. The Baker company's plant on W. 80th Street, more modern than the Rauch & Lang plant, is the same building which is to be the nucleus of the postwar expansion project.

Certain limitations of the W. 25th Street property, such as floor capacities and ceiling heights, were described by Bartlett as an obstacle to the increased production of heavy machinery, including electric- and gasoline-powered industrial trucks and other types of material-handling equipment planned for postwar production.

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Baker-Raulang Co.

Cleveland - Industries - Transportation
**New York, Cleveland Men
Get Baker-Raulang Control**
Equipment

Replace Mather, the Nortons, Bolton, Taylor on Board;
City's Miller, Davies Are New Directors

OCT 5 1951 BY GUY T. ROCKWELL
PLAIN DEALER

Financial Editor

New York and Cleveland investors have acquired a majority stock interest in the Baker-Raulang Co., maker of industrial trucks at 1250 W. 80th Street, it was learned yesterday.

The purchasers include Joseph Joiner, jr., vice-president, Maritime Petroleum Corp., New York; George Miller, president, Strong, Cobb & Co. of Cleveland; Robert H. Davies, Baker-Raulang vice-president here; A. Douglas Hall, financial vice-president, Diamond Match Co., New York; Wesley A. Stanger, jr., partner in the investment firm of Riter & Co., New York, and William A. Bauer of Hemphill, Noyes, Graham, Parsons & Co., also of New York, who was elected board chairman.

These men replace on the board S. Livingston Mather, R. C. Norton, Laurence H. Norton, Irving C. Bolton and Clarence M. Taylor. The latter formerly was executive vice-president of Lincoln Electric Co. and is now executive director of the Cleveland Clinic. J. W. Moran continues president of the company and other members of the board are George S. Case, jr., president, Lamson & Sessions Co.; Frederick R. White, jr., vice-president, Oglebay, Norton & Co.

Baker-Raulang Co. dates back to 1888 when it was formed by the Wade, Norton and White interests. An official statement said "the principal aim of the new owners is to aid in the progressive growth of the concern as to product, efficient production, distribution and employee welfare. The plant is working two shifts and its defense orders are increasing.

Cleveland - Industries - Transportation
**Baker-Raulang
Marks 100 Years,
Looks to Future**
-13-

One of Cleveland's oldest industries, which began as a wagon repair and blacksmith shop and grew to become a national leader in its field, marked its 100th anniversary yesterday and planned for bigger things ahead.

The Baker-Raulang Co., industrial lift truck manufacturer at 1230 W. 80th Street, celebrated the event with open house at its plant, attended by nearly 2,000 guests and members of the families of employees. **PLAIN DEALER**

Among the visitors was Walter C. Baker, 87, of Lakewood, who helped speed the growth of the group which became the present company with his Baker Electric automobile in 1898.

Now ranking as one of the four largest producers of lift trucks and cranes in the country, Baker-Raulang has boosted its employment to 700 and has introduced a number of new models in recent years.

Among the latest is a 30,000-pound capacity side-loading fork truck called the Traveloader, which was demonstrated at the open house. Under production is a pilot model of a 100,000-pound giant which can lift and move loaded truck trailers.

James W. Moran is president of the company and William A. Bauer of New York chairman of the board. **SEP 17 1953**

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Baker-Raulang Co. 1944-1948

War Plant Sells W. 25th St. Block

The Baker-Raulang Co., 2168 W. 25th St., producing industrial trucks, tractors and cranes for war purposes today announced the sale of several buildings as a step toward the consolidation of factory operations for postwar expansion.

The property, containing 200,000 square feet of space and comprising the entire block on W. 25th St., between Chatham Ave. and Monroe Ave., was purchased in separate parcels at undisclosed prices by the American National Co. and the Elliott Electric Co.

Plans are under way for a "substantial" expansion of the Baker-Raulang Co.'s second factory at Baker Ave. and W. 80th St., E. J. Bartlett, president, said.

Baker-Raulang Co.

'44 Sales Decline

President E. J. Bartlett of Baker-Raulang Co., manufacturers of industrial trucks, reported to the annual meeting that 1944 net sales totalled \$6,406,000, a decrease of over \$1,000,000 from the \$7,706,000 in 1943.

Operating profit of \$193,000 was equal to 3 per cent of sales after \$932,000 for taxes and estimated renegotiation requirements, the percentage of operating profit being unchanged from the previous year. Net profit for the year was \$121,000 including \$42,500 postwar credits.

Bartlett said profits and the level of operation were affected by the pronounced restriction in effective labor, reduced schedules in midyear, since largely refilled, and rising costs under 1941 ceiling prices still effective or lower prices worked out in co-operation with the government where feasible. He said the company has a very substantial volume of business on hand, a considerable proportion of which has possibilities to commercial use as military requirements lessen. Current assets at year-end totalled \$1,978,000 and current liabilities \$541,000. Officers and directors were re-elected.

RISES TO VICE-PRESIDENT

~~20-8-27-46~~
Lakewoodite Promoted in Work
With Baker-Raulang Sales

The Baker-Raulang Co., West Side manufacturer of power and industrial trucks, tractors and cranes, has elected Douglas L. Darnell, 1181 Brockley Avenue, Lakewood, vice-president in charge of sales. He joined the company's sales staff following World War I and became sales manager in 1936.

A native of Cleveland, D. L. DARNELL was graduated from Case School of Applied Science in 1913 and received degrees of mechanical engineer in 1916 and electrical engineer in 1919.



J. W. Moran Heads Baker-Raulang Co.

Election of James W. Moran as president of the Baker-Raulang Co., succeeding E. J. Bartlett was announced today. Bartlett becomes president emeritus. CN 12-17-48

Bartlett retires from active management after 23 years. He will continue as a director of the company. He will serve the management in an advisory capacity.

Moran is a native Cleveland. He became auditor of the company in 1916, assistant treasurer in 1920, and in 1934 secretary, treasurer and director. The company manufactures power industrial trucks and rubber-tired mining machinery.

BEHIND the PICTURES



You Are Invited to Dinner

(If you qualify for the "Showcase Club")

WHEN we published the pictures and article about Miss May C. Quimby's 1918 electric automobile two weeks ago with the inquisitive title, "Is This the Last Electric?" we half expected that at least three or four persons would answer, "No, it isn't. I have one, too."

Officers of the Baker-Raulang Co., 1250 W. 80th Street, whose predecessor companies made both the Baker and Rauch & Lang Electrics, also believe there are others who, like Miss Quimby, still prefer the "glass showcase" because of its ease of operation, its silence and visibility. A number of these cars were on the road a few years ago, and may still be operated.

The Baker-Raulang Co., in co-operation with the Pictorial Magazine, herewith issues an invitation to all owners of electrics who are still driving them to be their guests at a "Showcase Dinner," the time and place to be announced later. We have an idea that everyone who drives these quiet, "tiller" steer cars will enjoy an evening exchanging experiences and comparing notes. Baker-Raulang will show some interesting slides of early automobiles, including the "Baker Torpedo" which set a world speed record of 104 m. p. h. in 1901.

You are eligible to join the "Showcase Club" and attend the dinner if you own and operate an electric car of any make. Just telephone the Baker-Raulang Co., OLympic 1-3000, or write a card saying "I'll attend the 'Showcase Dinner,'" giving your name, address and telephone number.

The Baker-Raulang Co., whose history goes back 98 years, serviced the cars made by its predecessor companies until their diminishing numbers no longer justified such accomodation. The company now manufactures industrial lift trucks.

1951-1952

New York, Cleveland Men Get Baker-Raulang Control

Replace Mather, the Nortons, Bolton, Taylor on Board;

City's Miller, Davies Are New Directors

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BUSINESS

CORPORATION FILE

BY GUY T. ROCKWELL

Financial Editor

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Business & Finance

By Robert Seltzer

Cites Cut in Costs, Prices

in Better Materials Handling

American industry can cut manufacturing costs and retail prices by more efficient materials handling, James W. Moran, president of the Baker-Raulang Co., said today.

Baker-Raulang's plant at 1250 W. 80th St., is the largest supplier to the Government of industrial truck equipment, electric and gas. It has sold more than \$6,000,000 worth of materials handling equipment to the Defense Department this year. Backlog now is \$5,744,000 for Baker-Raulang, 100 years old next year.

Moran said that roughly 40% of manufacturing expenses today trace back to the in-plant handling of parts and raw materials.

"Only by cutting these costs, through mechanization and better handling methods," he said, "can manufacturers hope to keep prices within reach of the average family and still operate at a profit.

"The sales price of everything from garden hose to television sets is affected by this production-handling burden. For example, the 35 manufacturing divisions of General Motors received 42,000,000,000 pounds of material last year. The average item in this receipt was handled 40 to 50 times through the plant before it appeared in the finished automobile."

Moran was to speak tomorrow before the National Materials Handling and Packaging Exposition at the Chicago Coliseum. This \$2,500,000,000 industry has had 90% of its growth since World War II. From this industry this year the Defense Department has bought more than \$50,000,000 of industrial trucks, tractors and cranes.

Westinghouse Electric Corp. lopped \$60,000 from its handling bill last year at one of its plants by switching from manual to mechanical methods in hauling and storing foundry materials, Moran said. By using industrial lift trucks, it moved much more material faster with less manpower, he said.

The problem of increasing productivity in the face of "the

resurrected horrors of priorities, allocations and other controls, material and manpower shortages," which make plant expansion either impossible or prohibitively expensive, is another manufacturing dilemma which could be solved in many cases by better handling methods, he said.

"This combination of emergency circumstances leaves American industry with the problem of producing doubled or tripled volumes of goods without corresponding expansion of its manufacturing facilities," he said.

"Consider that three fourths of all the plants in this country are 25 years old or older and the magnitude of industry's problem becomes apparent."

Moran said Cleveland's Otis Terminal Warehouse has kept pace with a tremendous increase of volume by use of lift trucks, conveyors and other handling equipment in its old plant.

The Government has made intensive studies of the economies of better materials handling, and the Post Office Department has experimented with the mechanized handling of parcels post on railroads.

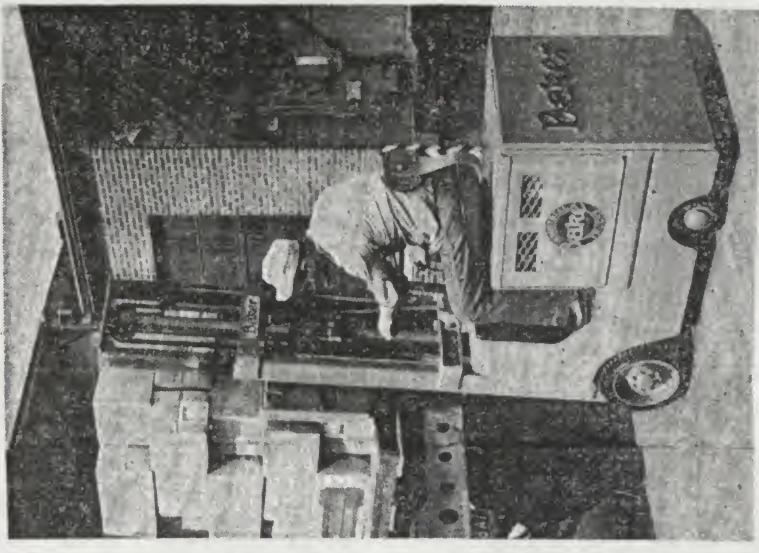
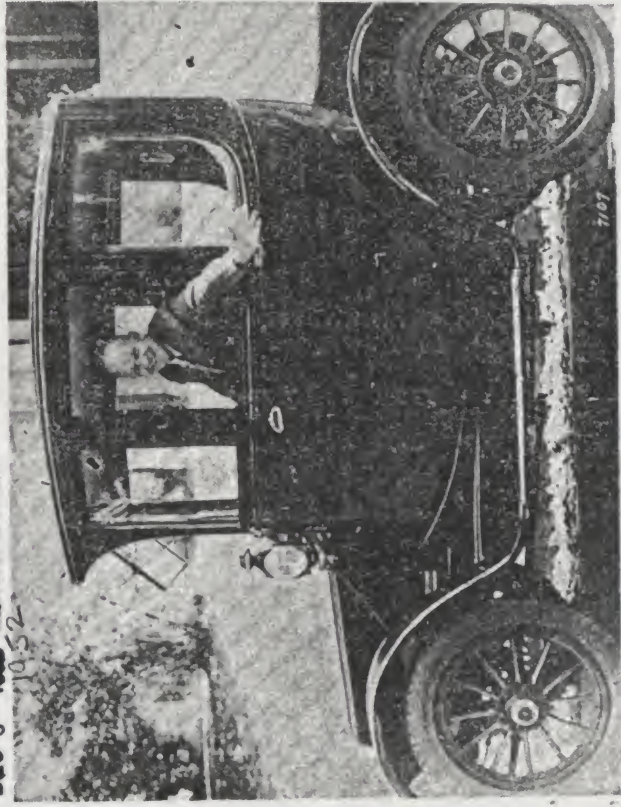
Using large wire containers loaded in the car with fork-lift trucks, the department has cut carloading and unloading times as much as 62%, speeded service, slashed costs and damage to packages, Moran said.

"The Department of Defense today is faced with a handling job which would be impossible to accomplish without the help of mechanical handling equipment," said Moran.

"In its warehouses and at ports of embarkation, the military handles billions of tons of vital supplies every month. These supplies must be moved with utmost speed and least possible damage."

Baker-Raulang Near Century End With Top Sales Record

DEC 8 1932 CLEVELAND PRESS



A GENIUS of the early automobile days was Walter Baker (right). He built the first streamlined car and raced it over 100 miles an hour in 1902.

IKE TAKES A RIDE in the Baker Raulang electric his wife Mamie's family still uses for occasional shopping trips around Denver, Colo., where they live. This one was built about 1911.

By BERTHA WELLMAN
Industrial Editor
Baker-Raulang Co. is winding up its 100th year in business with the highest sales in its long, successful history.

A German immigrant, Jacob Rauch, started the company here as the "Wayside Smithy," a wagon building and repair shop. Since those early days industrial trucks have become an important part of the American industrial scene. They've taken on the heavy lifting and toting that used to be done by manpower. Thus they've helped make mass production possible. They have become as important as production tools and modern machinery.

More than \$7,000,000 worth of gas or electrically powered industrial trucks will come out of Baker-Raulang's modern shops at 1250 W. 80th St. this year. "Explosion proof" electric trucks, used by the Army, Navy and Air Force for loading and

unloading ammunition, have made up a big part of the company's output this year.

CLEVELAND PRESS
The Long Ago

But horses and carriages were the proper mode of travel when old Jacob Rauch was joined by Charles E. Lang, and then in 1881 by his own son, Charles Rauch. They incorporated the Rauch & Lang Carriage Co., specializing in building handsome custom-made wagons and carriages. Ice wagons with a picture of a polar bear on the side were made by Rauch & Lang. They were famous on Cleveland streets for many years and won a first prize at the Centennial in Philadelphia in 1876.

Purely by chance Walter C. Baker and Fred R. White, two pioneers of the automobile business, started Baker Electric right across the street from Rauch & Lang in 1898. Baker, 87, now lives in virtual seclusion in his Lakewood

home. But he had a colorful business career. He made history in the horseless carriage era and was far ahead of his time. White's grandson, Fred C. White, today is a board member at White Motor Co.

A racing fan, Baker built his famous "Electric Torpedo Kid" that clocked 102 miles an hour at Glenview Race Track in 1902. "Torpedo Kid" was the first streamlined car in history. To win that race Baker had stuffed the underpart of the car with batteries packed in ice. A mechanic role under the hood to keep all the electric apparatus working.

He Pioneered

Meantime, Rauch & Lang got into the manufacture of custom-made automobile bodies, then made production of electric horseless carriages and the first American closed cars. Baker-Raulang was the result of the merger of the two companies in 1915. It's the oldest manufac-

BAKER RAULANG CO., 100 years in business in Cleveland, will turn out more than \$7,000,000 worth of industrial trucks in 1952, highest in its history.

turer of electric vehicles still in too, are such men as Edward H. Remde, vice president, who joined Baker on a temporary basis 54 years ago; H. A. Schultz, manufacturing engineer who joined the firm in 1903; Ed Sharp, superintendent, and Hugh Seeley, sales and service supervisor, who joined in 1904; and Edward W. Kopas who began in the new wiring department in 1906.

Walter Baker also designed the automobile transmission of today and built the first alloy steel transmissions and axles for the old Model T Ford and the Packard. It replaced the chain drive like that on a heavy duty truck or bicycle. When World War I broke out Baker-Raulang made its first industrial trucks at the request of the U. S. Government. They were used to unload supplies for the American Expeditionary Forces throughout Europe. James W. Moran, the president and treasurer of Baker-Raulang, is one of a large group among the 500 workers at the company who have seen much of this history made. He joined the company as a stock record clerk in 1909 and worked his way up until he was elected president in 1949. He succeeded Enoch J. Bartlett, now president emeritus.

Widely known in the industry...

Baker-Raulang Buys Lull Mfg. Of Minneapolis

Lull Mfg. Corp. of Minneapolis, producer of heavy duty industrial lift trucks, has been purchased by Baker-Raulang Co., industrial lift truck manufacturer here, President James W. Moran of the Cleveland concern announced today.

The 15-year-old Lull Corp., which is expected to report gross sales of more than \$3 million in 1953, will become a wholly-owned subsidiary of Baker-Raulang. LeGrand Lull, founder of Lull Mfg., becomes a director of the new subsidiary and the parent concern.

"This purchase is a move to provide added resources for expansion at Lull, and to widen the product lines of the parent company," Moran said. Lull last June moved into a new 110,000-square-foot plant.

Lull makes industrial lift trucks in capacities up to 30,000 pounds and manufactures front-end loading tractors in capacities up to 10,000 pounds. The company has patent rights to a side-loading lift truck and has developed many new types of material handling vehicles for the armed forces.

INDUSTRIAL TRUCKS GAIN

Baker Raulang Order Backlog Hits \$44,790,999

Net sales of industrial trucks increased 32% in 1952, the Baker Raulang Co. reports and J. W. Moran, president, predicts sales this year will be better than last year. He says company had an order backlog Dec. 31 of \$44,790,999 compared to \$2,641,676 year before.

Baker Raulang's profit for 1952 was \$372,125 compared to \$362,288 in 1951 or \$1.93 a share against \$1.87.

Sales of the Cleveland company totaled \$8,157,560, up from \$6,179,839 in 1951. In addition, the Baker-Lull Co., acquired at the year end, had sales in excess of \$3,000,000. Baker-Lull has more than \$2,000,000 in unfilled orders and in negotiating with the government for a like amount, the report states.

Biggest contract was a \$3,518,500 Navy order for fork lift trucks which went to Baker-Raulang Co. at 1250 W. 80th St. Cleveland Public Library Business Information Corporation File



Business & Finance

By Robert Seltzer

Materials Handling Sales

Boom for Baker-Raulang

Five years ago, the 100-year-old Baker-Raulang Co. decided to abandon one of its major product lines, the manufacture of bus and truck bodies, to concentrate on materials handling equipment. It guessed right. Its sales for this year are predicted at \$14,000,000, quadrupling those of 1950.

Grey-haired James W. Moran, 60, who joined the company in 1909 as stock record clerk and became president five years ago, ascribes the company's recent growth to emphasis on new product development and acquisition last January of the Lull Manufacturing Corp. of Minneapolis, now Baker-Lull Corp., a subsidiary.

Some \$4,000,000 of the anticipated \$14,000,000 in sales this year is expected from Baker-Lull, which prior to its purchase was in the materials handling and construction equipment field.

"Operated as a subsidiary," said Moran, "this new plant gives us a product line which runs the gamut from light-duty electric lift trucks through diesel-powered equipment capable of handling 30,000-pound loads."

"And our subsidiary now is working on the development of a side-loading lift truck which will lift 90,000 pounds. This particular piece of equipment is designed to lift two highway trailers at once, and load them on flat cars. It is creating considerable interest among proponents of the much-discussed 'piggy-back' freight transport idea."

Since 1950, Baker engineers have introduced nearly a dozen new types of industrial trucks at its modern plants at 1230 W. 80th St., designed for specific user groups.

Early this year, Baker-Raulang announced development of a completely new power system for lift trucks which uses about half the fuel required by conventional gas-engine trucks.

Called the "Gas-O-Matic," the new truck achieves fuel economy, smoothness of acceleration, ease of maintenance, safety and operator convenience through a unique transmission system that needs no clutch nor gear shift.

It uses a gasoline engine, a specially designed variable voltage generator and an electric motor as its power system. For years, Baker-Raulang made straight electric battery driven trucks. The new truck, weighing 5500 pounds, combines the drive shaft of a gas engine with the flexibility of the electric motor.

"Materials handling equipment," said Moran, "received terrific impetus in World War II because of the military's need to move war material with highest speed and efficiency. Until five years ago, we had split our production between materials handling equipment—industrial trucks, tractors and cranes—and the automotive bodies."

"Our bus and truck body building for such independents as Peerless, Stearns, White Motor, Marmon, Hupp and others far overshadowed our materials handling work. This switch to industrial truck production exclusively made it necessary for us to enlarge our dealer sales force, tighten our dealer territories for more penetrating coverage in main markets, and greatly intensify our promotional activities."

"For example, our advertising expenditures increased from about \$80,000 in 1950 to more than \$250,000 this year."

Baker-Raulang Co. Marks 100 Years, Looks to Future

One of Cleveland's oldest industries, which began as a wagon repair and blacksmith shop and grew to become a national leader in its field, marked its 100th anniversary yesterday and planned for bigger things ahead.

The Baker-Raulang Co., industrial lift truck manufacturer at 1230 W. 80th Street, celebrated the event with open house at its plant, attended by nearly 2,000 guests and members of the families of employees.

Among the visitors was Walter C. Baker, 87, of Lakewood, who helped speed the growth of the group which became the present company with his Baker Electric automobile in 1898.

Now ranking as one of the four largest producers of lift trucks and cranes in the country, Baker-Raulang has boosted its employment to 700 and has introduced a number of new models in recent years.

Among the latest is a 30,000-pound capacity side-loading fork truck called the Traveloader, which was demonstrated at the open house. Under production is a pilot model of a 100,000-pound giant which can lift and move loaded truck trailers.

James W. Moran is president of the company and William A. Bauer of New York chairman of the board.

Two Elevated as Moran Quits Baker-Raulang

William A. Bauer, chairman of Baker-Raulang Co. since October 1951, has been elected president to succeed James W. Moran, who retired effective Jan. 1. And Charles N. Sumwalt Jr., a vice president since early 1952, has been elected executive vice president.



BAUER SUMWALT

Moran, who retired effective Jan. 1. And Charles N. Sumwalt Jr., a vice president since early 1952, has been elected executive vice president.

Moran joined Baker-Raulang in 1911. After holding various posts he became president in December, 1948.

Bauer was associated with Hemphill, Noyes, Graham, Parsons & Co. before joining Baker-Raulang. He lives at Chatham, N. J.

The new executive vice president, Sumwalt joined the firm in 1951 after holding the post of regional sales manager for the McBee Co.

A director of both Baker-Raulang and Baker-Lull Corp.,

TWO NAMED BY BAKER-RAULANG

W. A. Bauer Becomes Both President and Chairman

Election of William A. Bauer to president and appointment of Charles N. Sumwalt, jr., as executive vice-president of the Baker-Raulang Co. here, were



C. N. SUMWALT, JR. W. A. BAUER

announced yesterday by the industrial truck and crane manufacturing concern.

Bauer, who since 1951 has been Baker-Raulang chairman, becomes both chairman and president. He succeeds as President James W. Moran, whose retirement was effective Friday. Sumwalt formerly was vice-president in charge of the company's eastern sales division. Both will make their offices at 137 Varick Street, New York.

Before joining Baker-Raulang, Bauer was associated with Hemphill, Noyes, Graham, Parsons & Co. An alumnus of Yale University, he is a native of Montclair, N. J. and lives in Catham, N. J.

Sumwalt joined Baker-Raulang in 1951, was named vice-president early in 1952. He previously was a regional sales manager for the McBee Co.

In his new post, he will report directly to the company president, and will be responsible for the administration of all Baker-Raulang policy and operational matters. He remains a member of the board of both Baker-Raulang and its subsidiary, Baker-Lull Corp.

A graduate of the University of Pennsylvania, he is a native of Montclair and lives in Chatham.

Nine Are Honored at Baker-Raulang

The Baker-Raulang Co., century-old manufacturer of materials handling equipment, last night honored nine retiring employees at a testimonial dinner in Hotel Lake Shore.

Charles Sumwalt, executive vice-president, headed a management committee that paid respects to the group, who have a total of 326 years' service with the firm. Edward Sharp, a foreman, was presented a wrist watch marking 50 years' service.

Given since 1948, the cases were:

W. Fred Parsons, personnel director, 25 years; Emmet I. Walsh, sales engineer, 31 years; Edward L. Kopas, chief inspector, 33 years; Fred Johnson, foreman, 37 years; Helmut A. Schultz, foreman, 51 years; George Kentis, foreman, 45 years; Hugh C. Seely, sales aide, 42 years; and Alphonse Pitts, draftsman, 12 years.

Raulang Firm To Be Sold to Otis Elevator

Otis Elevator Co. of New York, will acquire the assets of both firms. Otis president L. A. Petersen said today. The transaction involves about \$4,000,000.

He said the assets of Baker-Raulang and its subsidiary, Baker Lull Corp., Minneapolis will be exchanged for Otis stock at the rate of one Otis share for every 3.74 shares of Baker-Raulang. Baker-Raulang would retain assets of a dollar value sufficient to retire its preferred stock in liquidation, amounting to \$557,000.

Stockholders to Vote

The proposal must be approved by stockholders of Baker-Raulang.

The Cleveland company makes a diversified line of material-handling equipment. Petersen described the purchase as an important diversification move by Otis.

Charles N. Sumwalt Jr., executive vice president of the 100-year-old Cleveland company, said the concern would continue as Baker-Raulang Co., a wholly-owned subsidiary of Otis.

Bauer Still President

William A. Bauer, who has been president and board chairman of Baker, will continue as president. No management personnel changes are expected.

Coincidentally, the two companies observed their 100th anniversary in September last year. Baker is located at 1250 W. 80th St. and employs nearly 1,000 persons. The Otis company's sales were approximately \$121 million in 1953.

Baker-Lull Western Unit To Move Here

Plans to close the Bloomington, Minn., plant of the Baker-Lull Division of the Baker-Raulang Co. near Minneapolis on or about Sept. 30 and to transfer its remaining manufacturing and service operations to the Baker-Raulang plant at Cleveland were announced today by William A. Bauer, Baker-Raulang president.

"It is with regret that the Baker-Raulang Co. will leave the Minneapolis area," Bauer said.

"Action is being taken only after thorough exploration of every possible means to justify continued operation of the Bloomington plant for the manufacture of earth-moving and special material handling equipment. However, this decision was dictated by the substantial economy attributable to consolidating operations in a single plant.

"Cessation of operations will take place gradually over the next four months and every effort will be made to assist the present 115 employees in obtaining other desirable work," he added.

Baker Gets Hupp Corp. Property

Otis Elevator Co. has acquired Hupp Corp.'s Globe Stamping Division property for use by Otis' wholly-owned subsidiary, Baker-Raulang Co. here.

The 4½-acre property, on which there are three brick and three steel buildings, was purchased for approximately \$325,000. At 1250 W. 76th St. it lies adjacent to Baker-Raulang's present property at 1250 W. 80th St.

Baker-Raulang will use the new property for manufacture of materials handling equipment by its Baker-Lull Division, according to President William A. Bauer. The Baker-Lull Division, which has employed 115 workers, is moving its operations from Bloomington, Minn.

The newly-acquired buildings, which have about 140,000 square feet of floor space, increase Baker-Raulang's manufacturing space by about 58 per cent to 380,000 square feet.

Baker-Raulang plans to take partial occupancy of the property Nov. 1. Included in the acquisition is vacant land between the Globe buildings and the present Baker buildings which will be used as a parking lot.

Baker-Raulang Buys Hupp Plant

In a \$325,000 deal Baker-Raulang Division of Otis Elevator Co. today doubled its facilities here by buying the Hupp Corp. property.

Three new kinds of industrial trucks—side loading trucks, trucks for use on rough ground and special trucks for guided missiles—will be made.

William Bauer, president of Baker, said Otis was transferring to Cleveland the facilities in a plant formerly operated at Minneapolis.

The Hupp property at 1250 W. 76th St. adjoins the Baker-Raulang plant at 1250 W. 80th St. Included in the sale are a four-story building, two two-story buildings and three quonset huts for a total of 245,000 square feet.

Ship & Shore

By JULIAN GRIFFIN

Shows Device to Load Truck on Railway Car

Working model of a proposed 100,000-pound-capacity fork truck, designed by Baker-Raulang Co. for the loading of highway trailers onto railroad flatcars, is being demonstrated here.



JULIAN GRIFFIN

land concern at 1250 W. 80th St.

It is being offered to facilitate the loading of truck trailers on railroad cars for the "piggy-back" method of transportation. "Piggy-back" shipping puts loaded highway trailers on flat cars for inter-city freight hauls.

"Piggy-backing is attractive to many shippers," said William A. Bauer, board chairman of Baker-Raulang. "because it would combine the flexibility of truck operations in terminal areas with the speed and economy of long-haul transportation by rail.

"One large highway shipper estimates his overland hauls would be cut by at least 30% with the piggy-back method. A shortage of flat cars has been the main deterrent to his participation in the system."

Several major roads offer piggy-bank service. Most active is the New York, New Haven & Hartford, which moves about 4000 trailer loads ever month between Boston and New York.

Baker-Raulang's device, called the Trailoader, is a mammoth side-loading version of the industrial fork trucks used by manufacturers to speed in-plant handling of parts and raw materials.

Controlled entirely by one operator, it will pick up trailers ranging from 25 to 36 feet in length. Its own length can be regulated hydraulically from the operator's cab to adjust from 29 to 40 feet. Airplane tires are used on its five wheels.

Pilot model of the Trailoader will be built in the Minneapolis plant of Baker-Raulang's subsidiary, Baker-Lull, and will be ready early in 1954.

1956-1957

Enoch J. Bartlett Dies; Ex-Baker-Raulang Head

Enoch J. Bartlett, who pioneered in the development of the industrial lift truck with the Baker-Raulang Co., died today at his home, 15330 Lake Rd., Lakewood. He was 78.

Mr. Bartlett retired from Baker-Raulang in 1948 after serving as its president for 23 years.

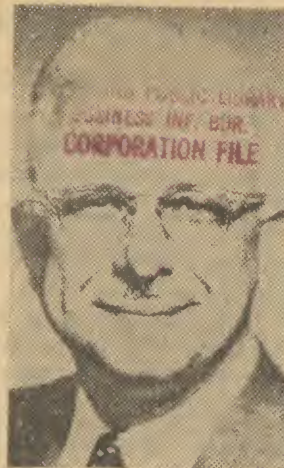
He was born on a Maine farm and was a graduate of the University of Maine. It was in 1911 that he joined the old Baker Motor Vehicle Co., before its merger with the Rauch & Lang Carriage Co.

Always active in civic affairs, he served as chairman of Draft Board No. 4 during World War II and was a long-time member of the Cleveland Chamber of Commerce and the Cleveland Automobile Club.

He was one of the founders of the Electric Industrial Truck Assn., a life member and a past president.

He is survived by his wife, Eva H.; two grandchildren, Robert B. and Shirley A. Hovorka, and a brother, Philip, of Largo, Fla.

Services are to be arranged by the Klanke Funeral Home, 12629 Detroit Ave., Lakewood.



Eugene Caldwell
Caldwell Named
President for
Baker-Raulang

Eugene Caldwell, Portland, Ore., has been named president of the Baker-Raulang Co., Cleveland, a subsidiary of the Otis Elevator Co., it was announced yesterday.

Caldwell was formerly vice president and general manager of the Hyster Co., Portland. He succeeds Percy L. Douglas, who remains a director of Baker-Raulang and executive vice president of Otis Elevator.

The new Baker-Raulang president is a native of Huntington, W. Va., and holds degrees from Ohio State University, Chicago Law School and the University of Wisconsin.

Baker-Raulang manufactures gas-powered and electric industrial trucks.

Baker-Raulang Co. Is Made Otis Division

The Otis Elevator Co. yesterday announced formation of the Baker Industrial Truck Division from a subsidiary, Baker-Raulang Co., Cleveland.

L. A. Peterson, president of Otis Elevator, New York, said that there will be no change in the operation here. Eugene Caldwell, formerly president of the 104-year-old Baker-Raulang Co., will be general manager of the new Otis division with headquarters here.

Baker Offers New Electric Fork Lift



BY JACK CLEARY
General Business Editor

A NEW ELECTRIC fork lift truck, which combines the advantages of former gasoline-powered and electric industrial trucks and, in many instances, tops the performance of both is being unveiled here today.

Developer and manufacturer of the new high-speed equipment is the old-line Baker Industrial Truck Division here of Otis Elevator Co.

This is a company which for years has been producing gas- and electric-powered lift trucks.

Fork lift trucks have been almost universally used in industry, especially since World War II, for speedy lifting and movement of goods in factories, warehouses, docks, etc. They have almost entirely replaced the back-breaking, hand labor of former years.

The new electric truck is designed to travel 9½ miles an hour empty and 8½ m.p.h. fully loaded, with lift speeds up to 150 feet a minute empty and 100 feet a minute with capacity load.

The company reports on-the-job field testing has shown the new Hi-Tailer greatly exceeded tonnage-handling abilities of gas trucks on short runs. And for the first time, according to Baker officials, an electric truck is available which has proven equal to tonnage-handling abilities of gas-powered trucks at long distances.

Current Draw Down

Edward P. Patrick, application specialist for Baker, reports "the lower speed current draw of the Hi-Trailer series trucks is less than a third that found on comparable-speed, 36-volt trucks. From experience we know that on a fast electric truck, the operator uses the lower speeds an abnormal amount of the time, frequently resulting in excessive heat and eventual resistor burn-out.

"Now the Hi-Tailer can be operated for prolonged periods in lower speeds (below 5 m.p.h.) at greatly reduced power consumption and negligible resistor heating."

When high travel speed is desired, the operator presses the accelerator to overdrive position. Provisions are designed into the circuitry preventing the shift to overdrive under conditions requiring high torque.

Lift Speeds Boosted

Available lift speeds have been almost tripled by the new truck, and travel speeds have been increased more than 50% compared with previous electrics, Baker officials explain.

In addition, they point out, compared with gas-powered equipment, Hi-Tailer lift speeds have been increased by 94% empty and 47% loaded, while travel speeds are comparable.

The new series of trucks is available in capacities from 2,000 through 7,000 pounds. Power supplies for these units are 48 volts, with up to 72 volts available upon operational requirements and customer specification.

Since each truck includes many variables, according to customer specifications, no exact price tags have been issued. However, J. Thomas Swift, Baker general sales manager, says plans call for the truck to be sold at approximately 5% over the company's standard electric truck price.

Baker-Raulang Promotes Two Top Executives



E. J. SCOVIL J. A. MATOUSEK

Two important executive appointments in the Baker-Raulang Co., industrial truck and tractor manufacturer, were announced here today by Chairman William A. Bauer.

John A. Matousek, formerly vice-president of manufacturing, has been named vice-president and general manager. He will be responsible for all activities in the Baker-Raulang operation, reporting to the chairman of the board. Ernest J. Scovil, formerly secretary, has been named secretary and treasurer.

Matousek joined Baker-Raulang in 1949 as manager of manufacturing. In October, 1951 he was named vice-president. He is also a director of the Baker-Lull Corp. in Minneapolis. An alumnus of the University of Notre Dame, he is a member of the Society of Automotive Engineers, Cleveland Chamber of Commerce, Shaker Heights Country Club and the Notre Dame Alumni Association. Before joining Baker, Matousek was manager of the Detroit Division of the Hupp Corp.

Scovil joined Baker-Raulang in 1918 as an accounting clerk. In 1949 he was named secretary

and controller. He also is secretary of Baker-Lull. A graduate of Oberlin Business College, he is a member of the Cleveland Chamber of Commerce and National Rifle Association.

Engineer Is New Baker Manager

Appointment of Anthony Salvaggio as manager of manufacturing for Baker Division of Otis Elevator Co. has been announced by Robert Bry, Baker's general manager.

Salvaggio, 37, joined the manufacturer of fork lift trucks here as a supervisor of process engineering in 1958. He was successively general supervisor of industrial engineering, manager of industrial engineering and production manager for the past four years.

Before coming to Baker, Salvaggio spent several years at the Ford Motor's Cleveland Engine Plant.